

Marketing An Event

Presenter:

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acpe.alaska.gov



Topics for Today

- Understand Your Goal or Vision
- Determine Your Target Audience
- Current Analysis and Budget
- Establish Strategies
- Create a Calendar of Events
- Measure
- Recap/Establish Best Practices



Goals- What are you really trying to do?

- **FAFSA Time Alaska (FTA):** Bring students to financial aid professionals to help them complete the FAFSA.
- **College & Career Application Week:** Have students complete and submit college applications.
- **Financial Aid Nights-** Provide awareness of financial aid and the process



Current Analysis

- **Formerly College Goal Alaska (CGA)** a well established program in Alaska for almost 16 years.
- Average turnout is about 600-700 people per year
- Previous cost 15k per year (first 3 years)
- Current Budget: 6k to maintain or increase



Target Audience Demographics

- **17-25 year olds**
- **Male and female**
- **Gen Z or Igen (born since 9/11)**
- **Research Traits**
 - More Cynical and Realistic- jaded from tough economy, constant terrorism, divided nation
 - Private-they witnessed life on social media
 - They are Entrepreneurial- they have the technology to help them
 - Not just tech savvy but tech reliant
- **Parents of 17-25 year olds (Gen X'ers & a few Boomers)**



Strategies

Local advertising and word-of-mouth is key to a successful event!



Proven Strategies

- Strategies that reach the highest percentage of participants are consistently:
 1. High school counselors/teachers- 60%
 2. Social Media- 30%
 - Snap Chat, Whisper
 3. Posters at school-20%
 4. Fliers/posters around town-20%
 5. Radio PSA's-10%

How do we know? Surveys on Survey Monkey



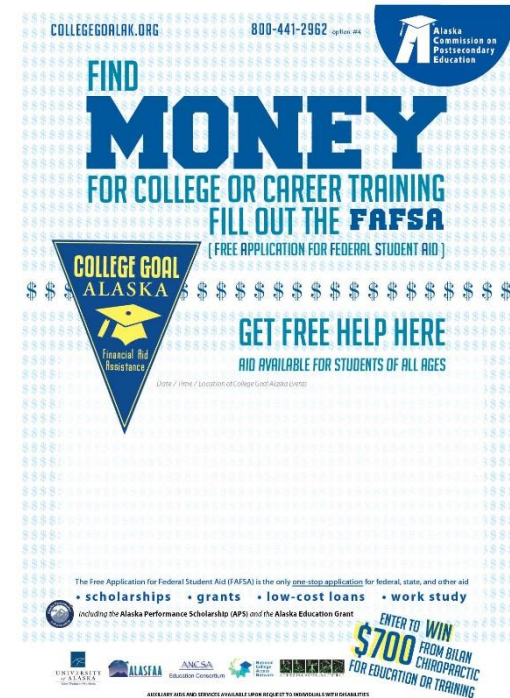
Contact the Go-To People

- Parents/Care Providers
 - Facebook, Twitter
- Family/Adult Friends
- Teachers
- Write Blogs, Social Media Events
- Clergy/Churches
- Native Organizations
- Recreation/Sports/Community Centers



Maximize Use of Printed Materials

- Create and Hang Posters in:
 - High Schools
 - Grocery Stores
 - Shopping Malls
 - Restaurants
 - Barbershops
 - Pass out to Influencers



Press Release

- Email or deliver to:
 - Newspapers
 - TV
 - Radio
- Forward the media mentions on social media (before and after)



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FOR IMMEDIATE RELEASE

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Free Application for Federal Student Aid (FAFSA) NOW Available- Get Free Help at College Goal Alaska

(ANCHORAGE) –Financial aid experts will be volunteering at locations throughout Alaska to help college-bound students and their families open the door to financial aid during the 14th annual College Goal Alaska (CGA).

The free program assists Alaska students in filing the online Free Application for Federal Student Aid (FAFSA). The FAFSA is required for students to be considered for federal and state grants, scholarships and student loans at most colleges and vocational/technical schools nationwide.

College Goal Alaska is important in helping families complete this form correctly and in time to meet deadlines set by colleges and training programs. Some deadlines are as early as February 15th.

Rebekah Matrosova, Director of Outreach for the Alaska Commission on Postsecondary Education (ACPE) says she hopes Alaskans will take advantage of the many events throughout the state so that students can be one step closer to fulfilling their educational goals. *"All students, regardless of financial status should complete the FAFSA even if they will be receiving scholarships. It's important to do it as soon as possible to take advantage of all the options available. In addition to the many CGA events that are planned in local communities we will also be offering four distance delivery events for those families in areas where events are not scheduled."*

College Goal Alaska, which has been coordinated by the state's higher education agency, ACPE, and facilitated by volunteers from Alaska's postsecondary institutions, schools, and other organizations, has helped thousands of Alaska students and families complete the FAFSA properly and on time.

What students and parents should bring:

Most students should attend CGA with their parents, and bring their and their parents' social security number, driver's license or alien registration card, 2016 tax information, and 2016 untaxed income records. Students who are married, or at least 24 years old, do not need to provide parental information. Prior to attending a CGA event, students can go to fsaid.ed.gov and apply for a Federal Student Aid ID. Students and their parents need an FSAID to electronically sign the FAFSA.

For CGA dates and times visit www.collegegoalak.org.

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COLLEGE & CAREER PLANNING • FINANCIAL AID • CONSUMER PROTECTION
Promoting Higher Education & Training for Alaska



acpe.alaska.gov



Radio PSA

- **Script (to be read)**
 - 10 sec
 - 15 sec
 - 30 sec
- **Recorded MP3 (use your iphone!)**
 - Distribute or email to your local radio stations
 - Ask to air free of charge as PSA or community calendar
 - Provide the run date
 - Place on social media (free or paid for)



Radio PSA

College Goal Alaska 2016 Public Service Announcement

Air date: October 1 – April 1, 2016

:15

Need help applying for financial aid?

Attend College Goal Alaska. Financial aid experts will provide free assistance filing the online FAFSA form.

Visit CollegegoalAK.org for dates and times in your area.

:30

Need help paying for college or training? The Free Application for Federal Student Aid (FAFSA) is now available.

Filling it out might seem complicated, but you can get help by attending a College Goal Alaska event. Financial aid experts throughout Alaska will help you and your family complete the online FAFSA and answer your questions one-on-one. Best of all, it's FREE.

To learn more, or to find the site nearest you, visit CollegeGoalAK.org or call the ACPE Success Center at 800-441-2962 option 4



acpe.alaska.gov



Other Ways to Promote

- **Radio Interviews-** many local radio stations will be happy to have you come on the air and talk about your event (or record it for a later date)
- **School News Letters/Announcements-** Ask your local schools to have it sent via email or by automated robo calls (provide a script)
- **Visits to High Schools-** Ask to be a guest speaker
- **Solicit Door Prizes** with a drawing for those who attend your event



Calendar of Events Sample

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Meetings	Plan/ Brainstorm							Recap
Solicit Door Prizes	Start early	Ongoing						
Update Print/ Materials	Develop	Print	Distribute					.
Press Release	Write		Distribute					
Visits to High Schools		Schedule	Visit	Visit			Visit	
Create Social Media Events	Develop	Place						
Radio PSAs	Develop	Record/Produce			Place			
Broadcast Interviews		Schedule			Do Interviews			

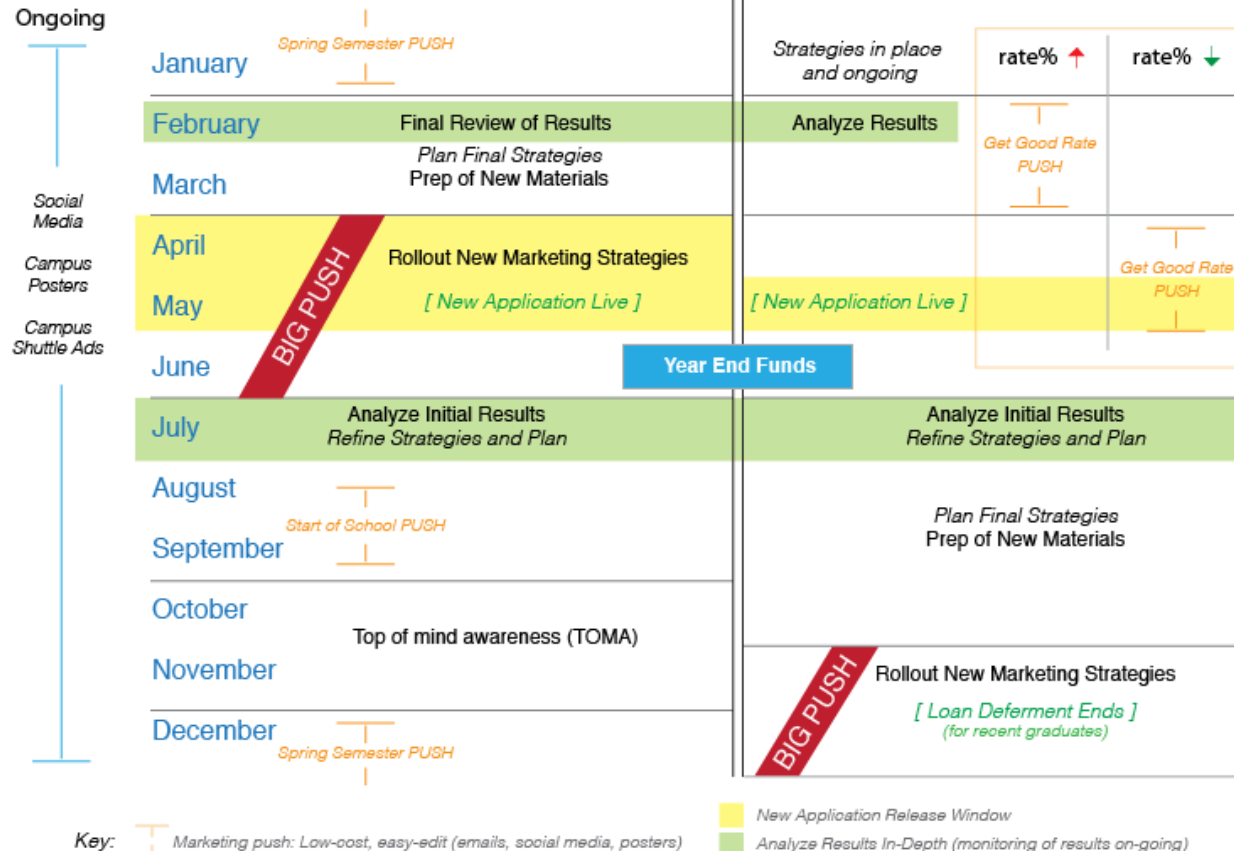


Calendar of Events Sample

Marketing Calendar: Loans

ASEL/FEL

REFI



Measure

- Surveys on Survey Monkey
- Social Media Adwords, Insights, and clicks/likes/forwards
- Google Analytics



Survey Monkey

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → **ANALYZE RESULTS**

CURRENT VIEW

+ FILTER + COMPARE + SHOW

No rules applied

Rules allow you to FILTER, COMPARE and SHOW results to see trends and patterns.

[Learn more »](#)

SAVED VIEWS (1)

EXPORTS

No data exported

Exports allow you to download complete survey data, any saved view, or a single question summary. Exported data files will appear here for 14 days. To get started, click "Export All"

SHARED DATA

RESPONDENTS: 229 of 229

SAVE AS ▼

QUESTION SUMMARIES

INSIGHTS AND DATA TRENDS

NEW

INDIVIDUAL RESPONSES

All Pages ▼

Page 1: College Goal Alaska Evaluation

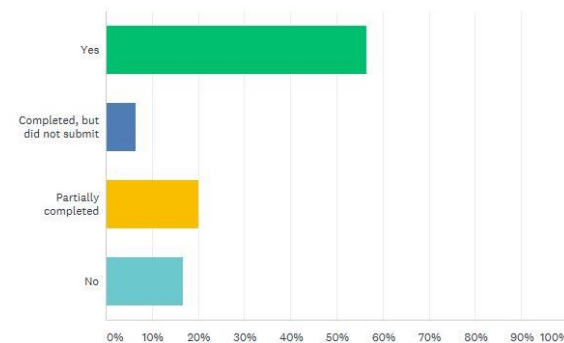
Q1

Customize

Export ▼

Did you complete and submit the FAFSA at College Goal Alaska?

Answered: 228 Skipped: 1



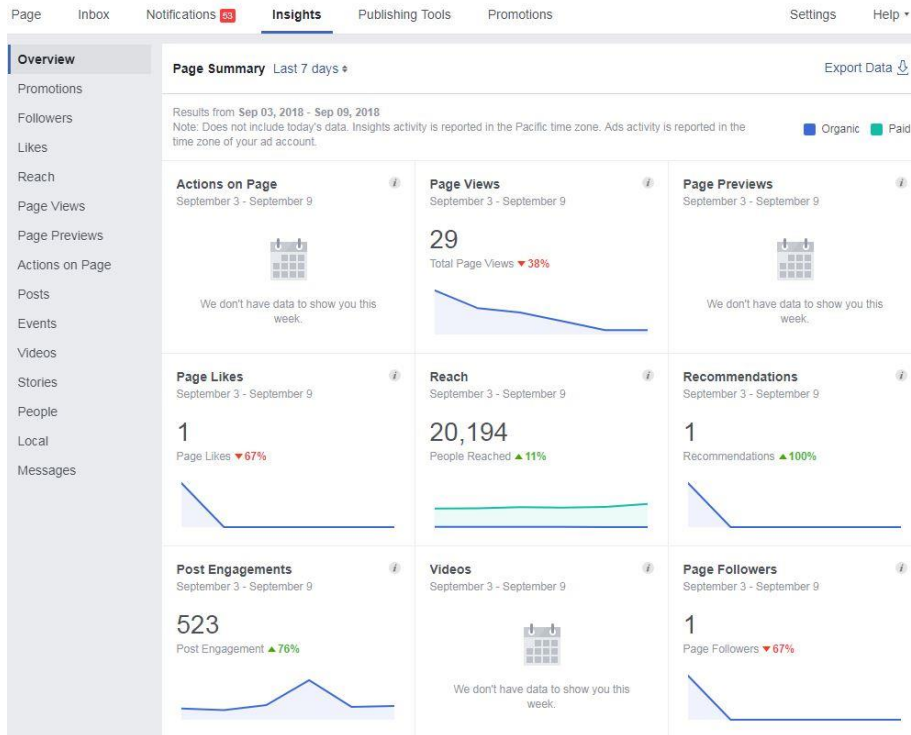
ANSWER CHOICES

RESPONSES

Yes	56.58%	129
Completed, but did not submit	6.58%	15
Partially completed	20.18%	46



Facebook Insights



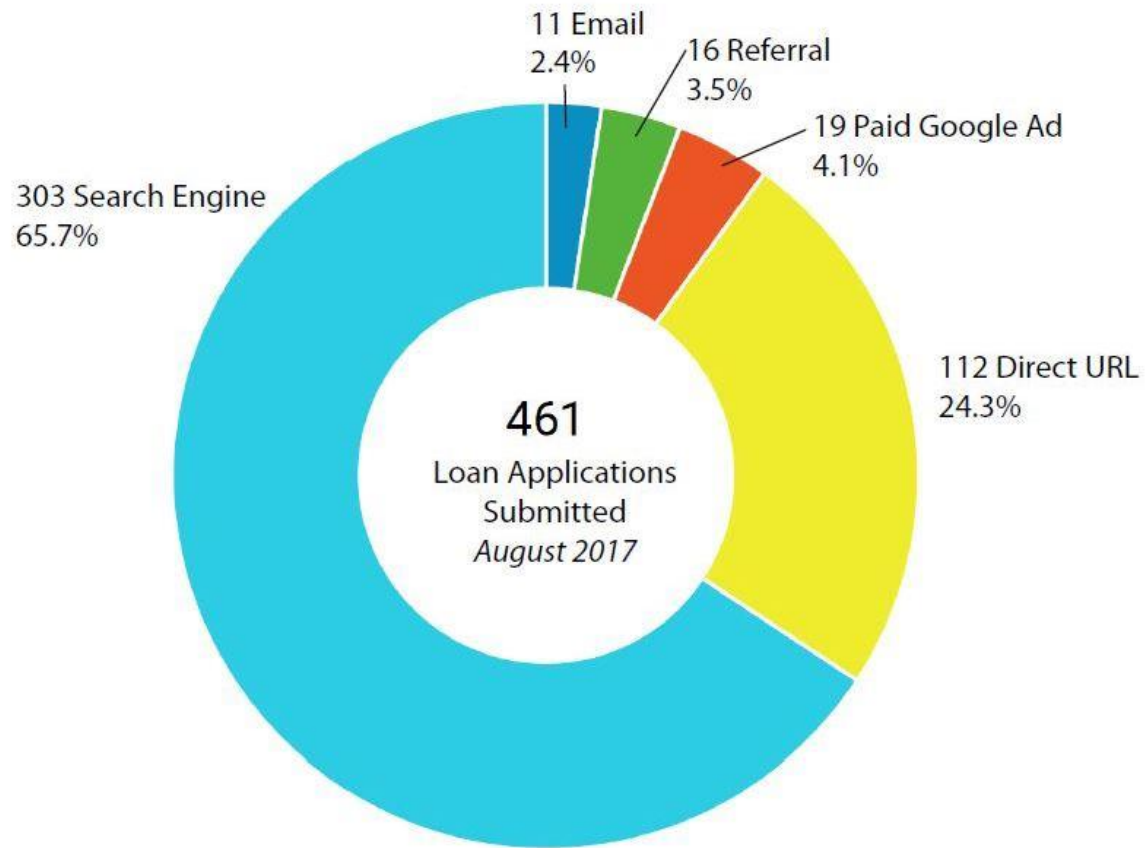
All Posts Published

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/10/2018 8:00 am	Don't limit your challenges. Challenge your limits!	Image	Global	43	0 0	Boost Post
09/07/2018 8:00 am	See what others are saying about our care by checking out	Image	Global	76	1 0	Boost Post
09/06/2018 8:00 am	Your body is priceless...treat it that way!	Image	Global	68	0 0	Boost Post
09/05/2018 8:00 am	Become a priority in your life. Start by making healthy choices	Image	Global	71	0 0	Boost Post
09/04/2018 8:00 am	Wondering if chiropractic care can help you? We think it will!	Image	Global	88	2 3	Boost Post
09/03/2018 8:00 am	Infuse your life with new experiences. #MondayMotivation	Image	Global	78	0 1	Boost Post
08/31/2018 8:00 am	Difficult roads often lead to beautiful destinations.	Image	Global	83	1 1	Boost Post
08/30/2018 8:00 am	Light swimming or water aerobics make great low-impact	Image	Global	68	0 1	Boost Post
08/29/2018 8:00 am	"I'm so mad I ate healthy today!" -Said no one ever.	Image	Global	96	0 4	Boost Post
08/28/2018 3:25 pm	The Brain in Your Gut	Image	Global	65	0 1	Boost Post
08/28/2018 8:00 am	It's our job to restore your body's innate ability to heal itself...but	Image	Global	82	2 0	Boost Post
08/27/2018 8:00 am	Only you can change your life. #MondayMotivation	Image	Global	87	3 2	Boost Post



Google Analytics



Recap/Establish Best Practices

- Recap and finalize your numbers
- Decide what worked and what didn't
- Revise or modify as needed



Thank you—Questions?

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